

ABSTRACT

There is provided a method, program product and system for conducting an auction facilitated by a computer network wherein the auction sponsor is provided the ability to modify the auction parameters while the auction is underway. The method, program product and system for refreshing an on-going electronic auction, comprises the steps of: determining that an auction parameter has been changed; and automatically refreshing a copy of the auction at a browser of an auction participant. In one embodiment, the determining step comprises determining if an indicator has been set at the auction server side to indicate that an auction parameter has changed. In a second embodiment, the determining step comprises receiving a communication from the auction server side indicating that an auction parameter has changed.